





**Shopping for a (Year) (Make) (Model)? Get the facts from Autotrader:**

"...luxury amenities,  
mainstream price."  
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 For Sale Near You  
(Make) (Model)  
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 Available Offers  
Find the deal for you  
[See local deals](#) 

728x90

Autotrader.com's Advertising Specifications

# Headband

## Note: Custom Ad Solution

Last updated: February 8, 2023

# Description

The Headband is a custom native ad solution that can help drive brands/models further up shopper consideration lists by featuring more relevant, integrated content. The ad showcases a tout quote from an Autotrader.com editorial article, takes the user to Autotrader.com's inventory page, and advertiser local offers.

# Media Specifications

<b>Pages</b>	All pages with applicable IAB size
<b>Duration</b>	Any
<b>Share of Voice</b>	CAMP 360
<b>Geography</b>	National DMA
<b>Ad Serving</b>	Site served
<b>Lead Time</b>	10 business days
<b>Device</b>	Desktop Tablet
<b>Dimensions</b>	728x90
<b>Frequency Capping</b>	No frequency capping
<b>Additional Notes</b>	No fourth-party pixels or calls may be added to ad tags without the prior written consent of Cox Automotive. Advertiser and/or agency is expressly prohibited from collecting any data from Cox Automotive, including website data and user behavioral data, without the prior written consent of Cox Automotive.

## Detailed Specifications

# Headband

### Deliverable Specifications

#### YEAR, MAKE, MODEL COPY:

- 25 characters max, including spaces

#### EDITOR QUOTE:

- Autotrader.com Editors quote, 75 characters max, including spaces and quotation punctuation (Cox Automotive will provide quote options for selection)

#### VEHICLE IMAGE:

- Jelly Image: 3/4 left-facing preferred, high resolution 274×136 PNG on transparent background; or high resolution 1920×1080 PNG on transparent background for internal resizing

#### TAGS:

- One impression tag
- One click tag: Redirects to OEM site
- One click tag (Optional): Redirects to internal Autotrader.com editorial URL, provided by Cox Automotive
- One click tag (Optional): Redirects to internal Autotrader.com SRP URL, provided by Cox Automotive
- One click tacker (Optional): Tracks internal Autotrader.com URLs